

PUBLIC HOUSES, GIN JOINTS, TAP ROOMS, TAVERNS, AND PUBS

WHAT'S YOUR PLEASURE?

SENIOR DINING ASSOCIATION
FIRST CONFERENCE & EXPO

**IT'S ALL
ABOUT
THE** 
FOOD
EXPERIENCE
EDUCATION
COLLABORATION
FUTURE



YOUR RESIDENTS

ENJOY A COCKTAIL

RESEARCH INDICATES

- 65% of Retirement Communities have alcoholic beverage licenses or are in the process of obtaining one
- Over 50% of Retirement Communities have a cocktail lounge, pub, or tap room





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RESEARCH INDICATES

- 50% of Retirement Communities allow Bring Your Own (BYO)
 - This is sometimes in conjunction with a liquor license



RESEARCH INDICATES

- 95% are serving complimentary alcoholic beverages on occasion
 - With meals
 - During special events



COMMUNITY CULTURE

- Community Culture should be respected
- Full Pub operations may not fit for all
- Those communities for which a licensed Pub is not appropriate may still find it beneficial to provide Happy Hours, Wine and Cheese events, and allow BYO

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LICENSING CONSIDERATIONS



- If the community wants to **sell** alcoholic beverages, a license must be obtained
- Licenses are obtained from the governing municipality, so can vary not only from state to state, but from town to town.
- Complimentary alcoholic beverages typically do not require a license
- A BYOB license may be required
- BYOB and sold beverages may be restricted

Brown-Bagging Permit

A brown-bagging permit authorizes each individual patron of an establishment, with the permission of the permittee, to bring up to eight liters of fortified wine or spirituous liquor, or eight liters of the two combined, onto the premises and to consume those alcoholic beverages on the premises. The permit fee is \$400.00 and may be issued for any of the following:

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BYO CONFLICTS

- If you are allowing BYO currently, will it be permitted with a formal license?
- How will residents react if they forfeit BYO privileges?
- Corkage – Can you charge?



COORDINATION WITH MEAL PLAN

- Can Dining Dollars be used to purchase?
- Does your Pub serve a unique menu?



LICENSING CONSIDERATIONS

- Cost of the license (\$500 – over \$400,000 depending on state and availability)
- Legal Counsel





LICENSING CONSIDERATIONS

- New Jersey -
Fuhgeddaboudit!
- Some states classify retirement communities as private clubs which can reduce the cost of the license

LICENSING CONSIDERATIONS

- Requirements and classifications vary by state, even locality
- Pennsylvania, Michigan, Montgomery County MD, individual cities in Illinois offer licenses specifically for retirement communities





LICENSING CONSIDERATIONS

- Tax exemption status
- Impacted by being open to the public
- Tippecanoe County Assessor Questions [Tax] Exemption for Retirement Community with Liquor License

LIABILITY/CHALLENGES

- Must be aware of liabilities regarding service to minors
- Servers must be over 18, even to clear tables where alcohol was served



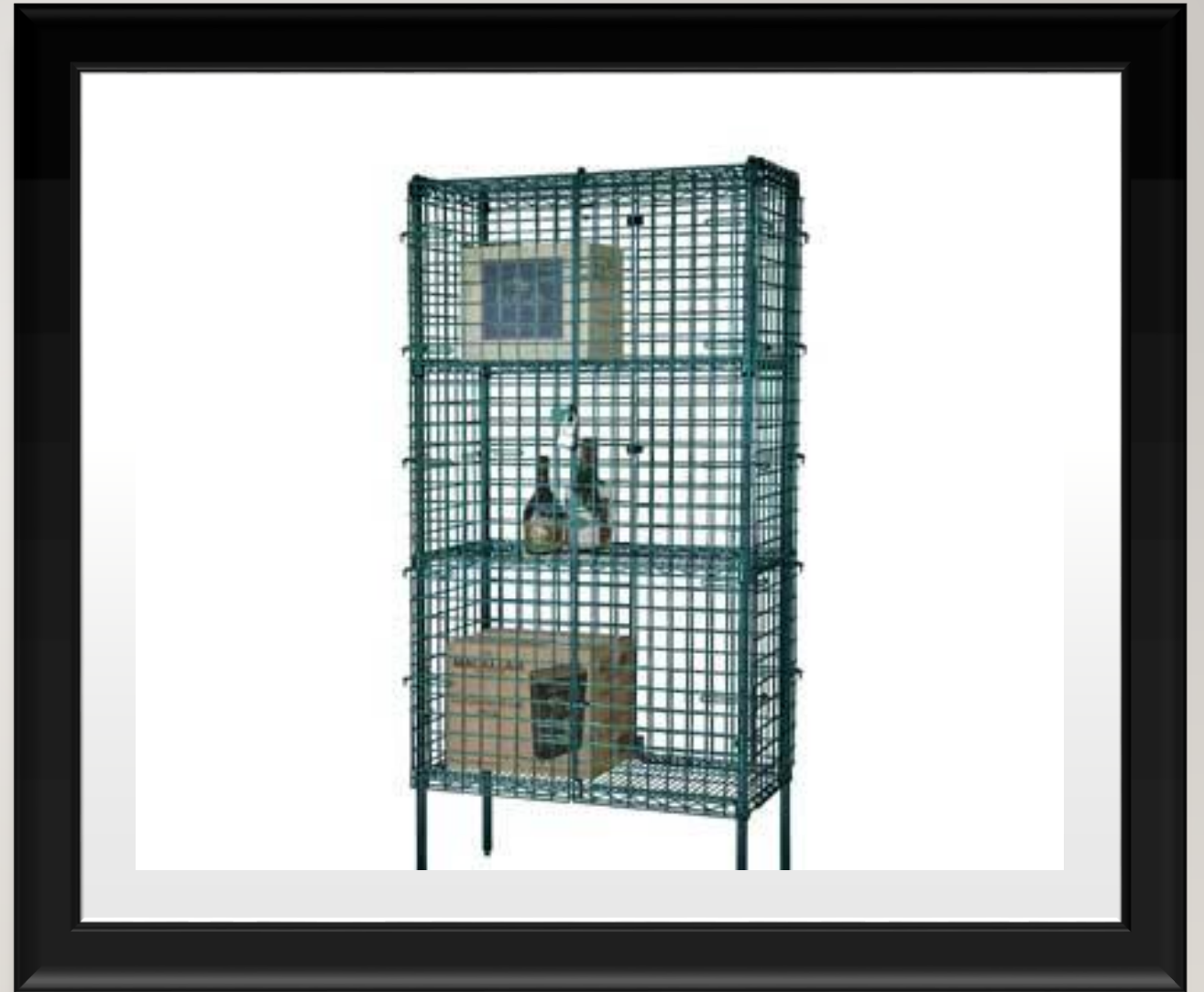


LIABILITY/CHALLENGES

DUI (INCLUDING GOLF CARTS AND SCOOTERS)

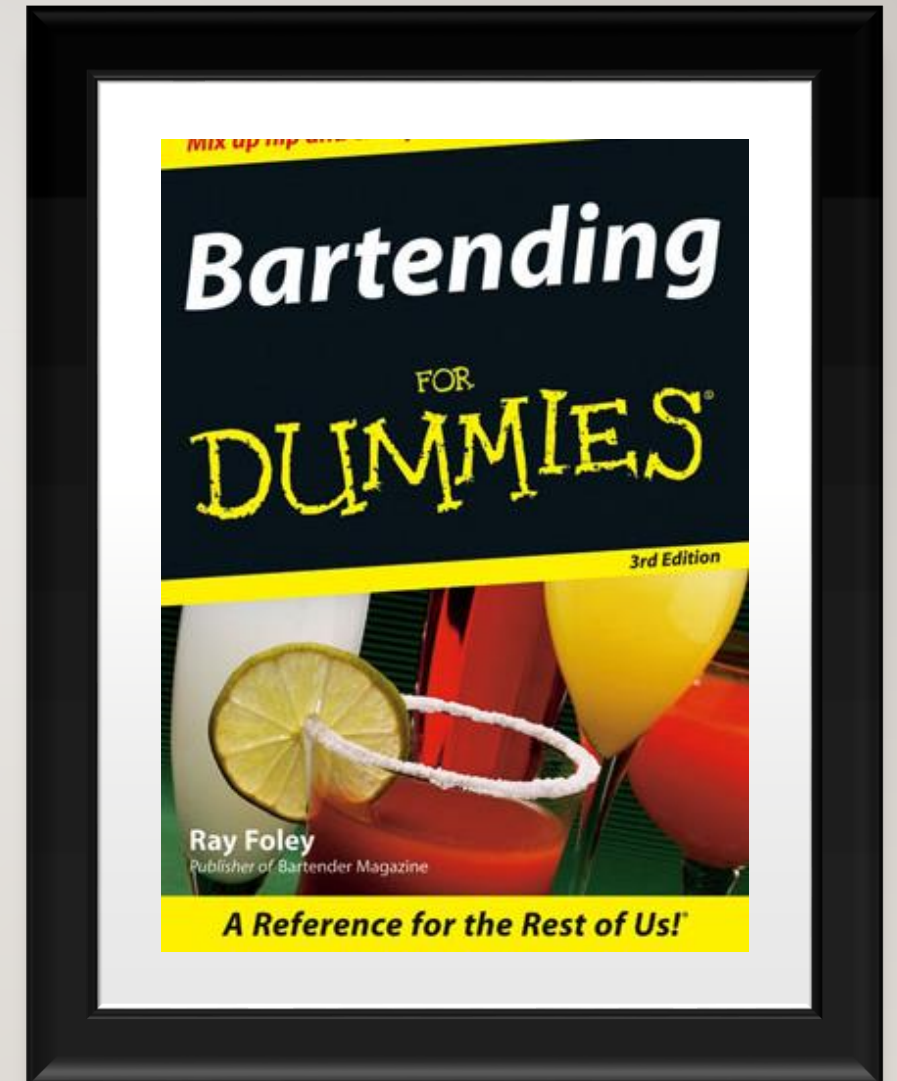
LIABILITY/CHALLENGES

- Inventory control – theft avoidance
- Theft by minors
- Storage – locked and climate



LIABILITY/CHALLENGES

- Implementation and training
- Hiring experienced bartenders
- New skill set for community leadership
- TIPS Certification Requirements



OPPORTUNITIES

- Revenue – margin can exceed 75%



INSERT BEVERAGE MENU FROM PLANTATION ESTATES



OPPORTUNITIES

- Marketing Advantage



OPPORTUNITIES

- Socialization/Wellness
(family visits)



DESIGN

- Bar
- Tables
- Soft Seating
- Capacity





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PRIVATE LIQUOR STORAGE

- Attractive feature for BYOB options
- Potential Rental income



SEATING CAPACITY

- Many communities report that their Pubs were not large enough and needed to be expanded.
- One community in Virginia expanded from 27 seats to 110





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QUESTIONS?

